



# HOW WE HELP OUR CUSTOMER

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**Sublime**

# Sublime Proves the Effectiveness of their Campaigns among Affluent Audiences with Dynata Advertising Solutions



## PARTNERSHIP BENEFITS:



High-quality,  
reliable data  
at scale



Cross-device campaign  
measurement and  
tagging



Single-source  
measurement  
solution

## SUMMARY

Sublime (Azerion Group), a digital advertising company that specializes in delivering creative and effective programmatic advertising solutions, wanted to understand the impact their advertising campaigns had on raising awareness and consideration among affluent audiences of their client's products.

By leveraging Dynata's robust cross-device panel, campaign measurement tag and analytics, Sublime was able to empower their Insights & Analytics team to demonstrate the ROI of their global campaigns.

## BUSINESS CHALLENGE

Founded in 2012, the Paris-based company executes premium, non-intrusive digital ad formats through direct and programmatic advertising on behalf of their client's brands to elevate brand equity, drive results, and enhance the user experience. Sublime sought to expand its partnership with Dynata to elevate its advertising measurement capabilities with Dynata's high-quality, connected data and technology to serve their worldwide client base.



**OBJECTIVE 1:**  
Measure & verify  
digital ad campaigns



**OBJECTIVE 2:**  
Avoid disruption of  
user-experience



**OBJECTIVE 3:**  
Enable internal Insights & Analytics  
teams to analyze campaigns

## THE SOLUTION

Sublime leveraged Dynata's industry-leading first-party panel data and methodology to facilitate consistent cross-device measurement to quantify the lift of key brand metrics via Dynata Advertising Solutions.

By combining a survey-based methodology with behavioural data captured from Dynata's dynamic campaign tag, Sublime was able to measure the impact of exposure across all levels of the purchase funnel to better understand brand perception, awareness and purchase intent of their premium inventory against affluent audiences.

## RESULTS

Using Dynata's passive measurement technology and reporting, Sublime's Insights & Analytics team confidently verified the success of their digital ad campaigns in partnership with Dynata's research team without disrupting the user experience. Their team successfully demonstrated lifts in brand awareness, favorability and consideration to prove that their advertising campaigns were successful across all stages of the purchase funnel.



## CLIENT TESTIMONIAL

“We recently expanded our partnership with Dynata to measure the effectiveness of our targeting and ad distribution for our high-impact campaigns across Europe and Asia, leveraging their full suite of analytics and reporting capabilities.

The depth and scale of Dynata's fully permissioned data, robust methodology and insightful analytics will enable us to scale this offering to better serve our clients worldwide.”

- Marie Paret, Marketing and Insights Manager

 **Contact us to learn more about Dynata's Advertising Solutions.**